

ABSTRACT

An apparatus and a method for assisting the marketing in which a service provider acts as proxy to send messages to healthcare people, as customers, who have met preset conditions, out of the totality of customers, and in which the healthcare people, who have received the messages, approve an MR of a particular pharmaceutical manufacturing company, so that the number of healthcare individuals, as customers, may be increased without the MR of the particular pharmaceutical manufacturing company visiting the premises of the healthcare people, and so that messages may be exchanged between the MR and the healthcare people. An MR of the main office of a pharmaceutical manufacturing company, supervising MRs in charge, is able to send messages to the healthcare individuals, as customers, in the name of the MR of the main office or the MR in charge, depending on the message sorts. Each participating company is able to increase the number of customers efficiently.